

worlds finest: SUPIMA COTTON



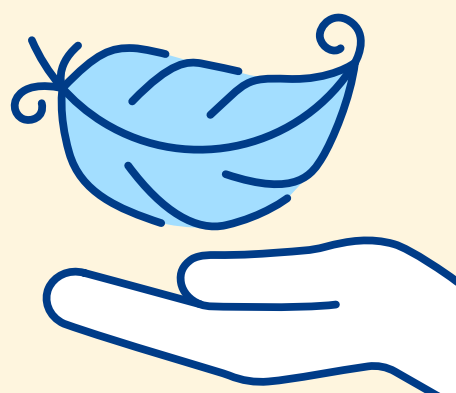
STRONGER FIBER

SUPIMA Cotton at the core is not created in the same manner as other cotton. Using the technique: ELS (Extra Long Staple) fibers, this ensures SUPIMA Cotton is 35% longer than all other cotton fibers. This fundamental difference is what makes SUPIMA 45% tougher than all other cottons.

UNMATCHED HAND FEEL

SUPIMA Cotton is an exclusive textile, and currently makes up only 1% of the world's cotton!! The ELS structure in the fiber is the magic that gives SUPIMA its premium properties:

- **Strength** (Long lasting)
- **Softness** (Unmatched Feel of Garment)
- **Garment Color Retention** (Holds dyes for longer)




AUTHENTICITY

SUPIMA is committed to a fully transparent manufacturing process. This allows insight with data tracking to ensure the authenticity of the cotton at any phase of the production. Working with the Database company, Oritan; they have revolutionized the textile industry and can prove to buyers that they are truly getting what they paid for.

FAMILY OWNED

100% American Grown SUPIMA Cotton comes from approximately 500 Family Owned Farms. Almost all of them have been passed down through the generations of families for nearly 70 years! This legacy and attention to great care is what keeps the health of the soil, and conserves the water that nourishes it.



BUILT TO LAST

SUPIMA is an American Grown Luxury that was forged in 1954. Since its conception, they have progressed to be known as the Worlds finest cotton currently, and have redefined the standards for the textile industry. By focusing on transparency and sustainability, they have truly made a positive impact on everything surrounding the business and the planet.

